

Social Media Strategy: Moving Beyond "How-to"

Session Type: Workshop

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Christina Malin, MPH, MSW

Family Health Services Division Director
Alameda County Public Health Department

Christina (Kiko) Malin is the Family Health Services (FHS) Division Director for the Alameda County Public Health Department in Oakland, California. The Division houses California Children's Services which provides medical care coordination to children with chronic and disabling medical conditions; the Child Health and Disability Prevention Program and the Maternal, Paternal, Child and Adolescent Health unit, which includes home visitation services for mothers and infants; technical assistance and training for prenatal care providers; and efforts to engage men in both parenting and pregnancy prevention efforts. As Family Health Services Director one of Kiki's principal areas of interest is ensuring that the Division is grounded in both life course and health equity frameworks, and that its programs acknowledge and attempt to address the unjust social conditions that affect the health of women and their families over the course of their lives.



Susan Colburn, BS

State Parent Consultant
Children's Rehabilitation Service
AL Dept. of Rehab Services

For more than 20 years, Susan Colburn has been an advocate for children with special health care needs. She has spent the last 17 years as the state parent consultant for Children's Rehabilitation Service (CRS), a division of the Alabama Department of Rehabilitation Services, and Alabama's Title V program for children with special health care needs. As a state parent consultant, Susan supervises and provides support to 10 local parent consultants throughout the state. She also develops and maintains relationships with other local and state organizations and works with CRS' partner agencies. When her agency discusses policy and policy changes, Susan is there to present the family perspective. She is also the coordinator of Family Voices of Alabama, home of Alabama's Family-to-Family Health Information Center.



Vanna Livaditis

Social Media Manager and Public Relations Specialist
Salt Lake Valley Health Department

Vanna Livaditis manages Salt Lake Valley Health Department's social media program and is the producer & director of SLVHD-TV, Salt Lake County's go-to for public health news. With a background in journalism and reporting, Ms. Livaditis focuses her campaign messaging and social media strategy around video. She started Li.va Productions in 2010, a video business with clients in

non- profit, government, and local small business. In 2011 she pioneered a service learning project with the University Of Utah School Of Medicine. The four week session teaches fourth-year medical students to "story tell" and communicate through video. Over the course of 2 semesters the students created nearly 50 videos for SLVHD-TV. Ms. Livaditis also serves as the Public Relations Specialist for ARUP Laboratories, a national medical reference laboratory at Research Park in Salt Lake City, Utah.